

Rosemount Stormwater Education & Outreach Plan

Please note, this plan focuses on outreach to the public and not city training requirements specified in the MS4 Permit.

Outreach Resources Available to the City

City Public Cable Channel
City Website
City Newsletter
Social Media: Facebook, Twitter, Nextdoor
Community Events Booth
Utility Inserts

Topics

Required Topics

- a. Illicit discharge recognition and reporting
- b. Impacts of deicing salt, methods to reduce its use, and proper storage
- c. Impacts of pet waste on receiving waters, proper management, and regulations
- d. Impacts of stormwater discharges on waterbodies and actions that can be taken to reduce pollutants

Selected Topics

- a. Proper yard waste management
- b. Residential stormwater BMPs

Partnerships

Partnerships with Other MS4s

Dakota County

The City Partners with Dakota County on the WHEP Program, a citizen science where residents monitor wetland quality based on metrics developed in coordination with the Minnesota Pollution Control Agency. Dakota County manages the program. The City pays to participate, selects wetlands to be monitored, and advertises for volunteers to be part of the monitoring team.

Partnerships with other Entities

MetCouncil

The City partners with the MetCouncil on the CAMP Program, a citizen science program where volunteers monitor water quality on local waterbodies. The City currently has one waterbody enrolled within the program. MetCouncil manages the program and the City pays to participate.

Metro Watershed Partners

The City partners with Metro Watershed Partners on the Adopt-a-Drain Program. The Adopt-a-Drain program is a program where residents or organizations adopt selected stormdrains to keep them clean of litter, debris, and snow/ice. They also develop outreach materials through their Clean Water MN campaign and provide technical learning opportunities for participating communities. The City pays to be part of the program.

Dakota County SWCD

The City partners with Dakota County on the Landscaping for Clean Water Program. The Landscaping for Clean Water Program is a series of workshops and accompanying grant that encourages installation of native plant gardens, raingardens, and native shoreline buffers on private property. Primary participants are residents and institutions. The City actively advertises the program and provides locations for workshops and assists in staffing workshops.

Public Involvement Activities

WHEP in partnership with Dakota County – see above under partnerships

CAMP in partnership with MetCouncil – see above under partnerships

Adopt-a-Drain in partnership with Metro Watershed Partners – see above under partnerships

The Rosemount Stormwater Rebate Program – A program where property owners within the city can earn a onetime rebate on their city utility bill for a portion of qualifying expenses to install stormwater BMPs on their property. The maximum rebate is 50% of qualifying expenses to a maximum of \$20-\$500 depending on the type of BMP installed. Typical BMPs installed include rain barrels, native plant gardens, and raingardens. Property owners can collect both the Stormwater Rebate and Landscaping for Clean Water Grant for the same project.

Landscaping for Clean Water in partnership with Dakota County SWCD – see above under partnerships

Strategies for Outreach

Newsletter

All of the above topics and activities, with the exception of CAMP, will be advertised/written about at least once per year in the City Newsletter. The City Newsletter goes out to all properties, is hosted on the City website, and advertised on social media, guaranteeing a large audience reach of residents, institutions, and commercial businesses.

Website

All of the above topics and activities, with the exception of CAMP, will have information about them on the City website, guaranteeing a large audience reach of residents, institutions, and commercial businesses.

Utility Inserts

The City will send out one utility insert a year. It will feature two topics (front and back side) at least one of which will be a stormwater required education topic, select education topic, or public involvement activity. Audience focus will be on residents. Inserts only go out to utility customers that are billed by mail and are not available to e-billing customers. Topic/activity selected for inclusion in the insert will be decided based on timely topics of interest, but past inserts have tended to focus on rebate and grant programs.

Other Resources

Other resources (booth, cable, social media) will be used as the city desires for extra outreach activities.

Coordination with Other City Groups

Rosemount Environment & Sustainability Commission

The Rosemount Environment & Sustainability Commission advises the City Council on environmental and sustainability topics. Commissioners do some outreach activities, primarily through volunteering to staff booths at city events and writing a blog. The City will coordinate with the Commission on their outreach activities for extra outreach activities.

Solid Waste & Recycling Coordinator

The Coordinator is a staff person shared with two other communities. They focus on educating residents and businesses on waste reduction, proper disposal of materials, recycling, and composting rules and programs. As such, some of their information intersects with IDDE reduction and pollution reduction topics.